



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicant: **ROSS KONINGSTEIN**

Serial No.: **10/750,451**

Filing Date: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR  
ADVERTISEMENTS**

Examiner: **Not yet assigned**

Group Art Unit: **2611**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of the references is enclosed.


The applicant reserves the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicant assumes that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3). **Accordingly, it is believed that no fee is due.**

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

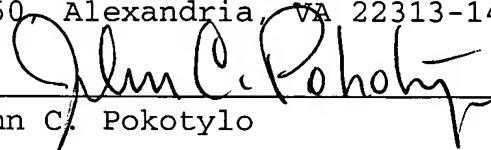
Dated: October 15, 2004

  
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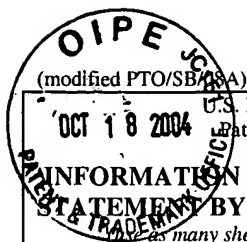
STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **October 15, 2004** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
John C. Pokotylo

36,242  
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(modified PTO/SB/08A)

U.S. Department of Commerce  
Patent and Trademark Office

**PATENT INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
(Use as many sheets as necessary)

Complete if Known

Application Number: **10/750,451**  
Filing Date: **December 31, 2003**  
First Named Inventor: **Ross KONINGSTEIN**  
Group Art Unit: **2611**  
Examiner Name: **Not yet assigned**

Sheet **1** of **2** Attorney Docket No.: **Google-41 (GP-099-00-US)**

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	AA	5,948,061	09-07-1999	MERRIMAN et al.	
	AB	5,996,007	11-30-1999	KLUG et al.	
	AC	6,119,098	09-12-2000	GUYOT et al.	
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	BL	6,757,661	06-29-2004	BLASER et al.	

Examiner Signature	Date Considered
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>		Application Number: <b>10/750,451</b> Filing Date: <b>December 31, 2003</b> First Named Inventor: <b>Ross KONINGSTEIN</b> Group Art Unit: <b>2611</b> Examiner Name: <b>Not yet assigned</b>	
Sheet	<b>2</b>	of	<b>2</b>
		Attorney Docket No.: <b>Google-41 (GP-099-00-US)</b>	

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	BM	Nielsen, Jakob, "Designing Web Ads Using Click-Through Data," (September 2, 2001) downloaded from <a href="http://www.useit.com/alertbox/20010902.html">http://www.useit.com/alertbox/20010902.html</a> , 5 pgs.	
	BN	"Acronym KeyWord? Search Engine Keyword Advertising," downloaded from <a href="http://www.acronym.com/html/ppc.html">http://www.acronym.com/html/ppc.html</a> , 1 pg.	
	BO	Clay, Bruce, "Search Engine Optimization," downloaded from <a href="http://www.bruceclay.com/web_rank.htm">http://www.bruceclay.com/web_rank.htm</a> , 16 pgs.	
	BP	"Google AdWords Keyword Match Advertising," downloaded from <a href="http://www.searchenginejournal.com/index.php?p=347&amp;c=1">http://www.searchenginejournal.com/index.php?p=347&amp;c=1</a> , 2 pgs.	
	BQ	Gerhart, Andrew, "Keyword Testing for Increased Search Engine Conversion Rates," (July 15, 2002) downloaded from <a href="http://www.searchengineguide.com/gerhart/2002/0715_ag1.html">http://www.searchengineguide.com/gerhart/2002/0715_ag1.html</a> , 4 pgs.	
	BR	Fortanet, I., Palmer, J.C., Posteguillo, S., "Netvertising: content-based subgeneric variations in a digital genre," System Sciences, 1998, Proceedings of the Thirty-First Hawaii International Conference on IEEE, (January 6-9 1998) 1 pg.	

Examiner Signature		Date Considered	
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